

Southern Californians to dial differently beginning July 26, 2006

Change enables two area codes to function in the 310 area code's geography

LOS ANGELES, Calif., July 19, 2005—Residents and businesses with 310 phone numbers must dial 1+ the area code + phone number when making all calls, beginning July 26, 2006. The change paves the way for an additional area code (424) for new telephone lines and services in the same geography.

The 310 Public Education Program (310 PEP) participants, a consortium of landline and wireless telecommunications providers in cooperation with the California Public Utilities Commission, offer the following tips to residents and businesses alike:

- **Deadline.** Beginning July 26, 2006 calls from 310 phone numbers will not go through unless dialed as 1 + the area code + phone number.
- **Phone numbers and pricing unchanged.** The new dialing procedure will not change existing 310 phone numbers or the cost of the call. Calls that are in a consumer's local calling area remain local calls.
- **Dialing 9-1-1 unaffected.** Consumers can still dial three digits to reach 911, 211, 311, 411, 511, 611, and 711.
- **Reprogram automatic dialers.** Automatic dialing equipment must be reprogrammed to use the new procedure, including: life safety systems; fax machines; Internet dial-up numbers; alarm and security systems; gates; speed dialers; call forwarding settings; voicemail services, and, similar functions.

Phone numbers with the new 424 area code may be issued beginning August 26, 2006. These numbers will share the same local calling area as 310 numbers have today.

Over the past ten years, telecommunications carriers successfully implemented more than 50 area code "overlays" throughout the U.S. to make additional telephone numbers available to

meet growing demand. For more information, please visit your service provider's Web site or

<http://www.cpuc.ca.gov/310overlay>.

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